

## ORDER



**Orders**  
**Order / Rev:** 720213  
**Alt Order #:** 06362581  
**Product Desc:** RNC - ROMNEY  
**Estimate:** 461  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** Political

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney, M/ RNC  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	59	\$20,345.00	\$17,293.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$20,345.00	\$17,293.25	0.00
<b>Totals</b>	<b>59</b>	<b>\$20,345.00</b>	<b>\$17,293.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/08/12	10/09/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2			\$90.00		0.00			
2	WJXX	10/03/12	10/05/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	---TF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--			3			\$90.00		0.00			
3	WJXX	10/08/12	10/09/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MT-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2			\$110.00		0.00			
4	WJXX	10/03/12	10/05/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	---TF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--			3			\$110.00		0.00			
5	WJXX	10/08/12	10/09/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2			\$75.00		0.00			

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Advertiser: Romney, M/ RNC  
 Product Desc: RNC - ROMNEY  
 Estimate: 461  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	10/08/12	10/09/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
7	WJXX	10/03/12	10/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p	---TF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$225.00		0.00			
8	WJXX	10/08/12	10/09/12	The Chew The Chew	CM	M-F 1-2p	MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$100.00		0.00			
9	WJXX	10/08/12	10/09/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$80.00		0.00			
10	WJXX	10/03/12	10/05/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	---TF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$110.00		0.00			
11	WJXX	10/03/12	10/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	---TF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$275.00		0.00			
12	WJXX	10/08/12	10/09/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MT-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$275.00		0.00			
13	WJXX	10/08/12	10/09/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$225.00		0.00			
14	WJXX	10/03/12	10/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	---TF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$225.00		0.00			
15	WJXX	10/03/12	10/05/12	GMJ Sunrise M-F 5-6a	CM	5-6a	---TF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
MAX 1X DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$60.00		0.00			
16	WJXX	10/08/12	10/08/12	Mon Prime C The Glass House	CM	10-11p	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
17	WJXX	10/09/12	10/09/12	Tue Prime C NY Med	CM	10-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$1,300.00		0.00			
18	WJXX	10/04/12	10/04/12	Thu Prime B Wipeout	CM	9-10p	---T---	:30	1	\$2,100.00	P-3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WJXX	10/04/12	10/04/12	Thu Prime B Wipeout	CM	9-10p	---T---	:30	1	\$2,100.00	P-3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$2,100.00		0.00			
19	WJXX	10/04/12	10/04/12	Thu Prime C Rookie Blue	CM	10-11p	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$1,500.00		0.00			
20	WJXX	10/05/12	10/05/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$825.00	P-3	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$825.00		0.00			
21	WJXX	10/05/12	10/05/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$1,100.00		0.00			
22	WJXX	10/06/12	10/06/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S-	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$50.00		0.00			
23	WJXX	10/06/12	10/06/12	AfternoonCollege Football AfternoonCollege Football	CM	Fri,Sat-Sun 12p-8p (3:30 PM-7:00 PM)	-----S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$400.00		0.00			
24	WJXX	10/06/12	10/06/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$150.00		0.00			
25	WJXX	10/06/12	10/06/12	Prime College Football 758p-1130p	CM	758p-1130p (8:00 PM-11:30 PM)	-----S-	:30	1	\$600.00	P-5	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$600.00		0.00			
26	WJXX	10/06/12	10/06/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$225.00		0.00			
27	WJXX	10/07/12	10/07/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$20.00	P-5	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$20.00		0.00			
28	WJXX	10/07/12	10/07/12	First Coast News On Point First Coast News On Point	CM	First Coast News C	-----S	:30	1	\$30.00	P-5	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$30.00		0.00			
29	WJXX	10/07/12	10/07/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$50.00		0.00			
30	WJXX	10/07/12	10/07/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$150.00		0.00			
31	WJXX	10/07/12	10/07/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$175.00		0.00			
32	WJXX	10/07/12	10/07/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Product Desc: RNC - ROMNEY  
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WJXX-TV

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32	WJXX	10/07/12	10/07/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1		\$800.00		0.00					
33	WJXX	10/07/12	10/07/12	Sun Prime B Once Upon a Time	CM	8-9p	-----S	:30	1	\$2,300.00	P-3	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1		\$2,300.00		0.00					
34	WJXX	10/07/12	10/07/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	1	\$1,050.00	P-5	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1		\$1,050.00		0.00					
35	WJXX	10/07/12	10/07/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-----S		1		\$225.00		0.00					
Totals													59	\$20,345.00	